

**General Services Administration
Federal Supply Service
Authorized Federal Supply Schedule Price List**

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic deliver order are available through GSA Advantage!™, a menu-driven database system. The Internet address for GSA Advantage!™ is: <http://www.gsaadvantage.gov>

Advertising & Integrated Marketing Solutions

FSC Group: 541

Contract No.: GS-07F-0194X

For more information on order from Federal Supply Schedules, clip on the FSS Schedules button at: <http://fss.gsa.gov>

Contract Period: January 1, 2011 – December 31, 2015



**Creative Liquid Productions LLC
1313 King Street
Alexandria, VA 22314
Telephone: 703.459.9900
Fax: 703.879.4491
www.CreativeLiquid.com**

Business Size/Status: Small

Prices shown herein are NET (discount deducted)

Pricelist current through contract #SF1449, dated 12/21/10



Table Of Contents

<u>General Contract Information</u>	3
<u>Contract Overview</u>	5
<u>Contract Administrator</u>	5
<u>Marketing And Technical Point of Contact</u>	5
<u>Contract Use</u>	5
<u>Special Item Number (SIN) Descriptions</u>	5
<u>Instructions for Placing Orders for Supplies Based on GSA Schedule</u>	6
<u>Fixed Prices</u>	6
<u>Requirements for Exceeding the Maximum Order</u>	7
<u>Blanket Purchase Agreement</u>	8
<u>Category Descriptions</u>	9
<u>Rates For Services SIN 541-4B</u>	10
<u>Other Direct Costs SIN 541-1000</u>	12

General Contract Information

1a. TABLE OF AWARDED SPECIAL ITEM NUMBERS (SINS)

<u>CONTRACT #</u>	<u>SIN</u>	<u>DESCRIPTION</u>
GS-07F-0194X	541-4B	Video/Film Production
GS-07F-0194X	541-1000	Other Direct Costs

1b. LOWEST PRICED SERVICE AND PRICE FOR EACH SIN:

<u>SIN</u>	<u>MODEL</u>	<u>PRICE</u>
541-4B	Writer	\$70.27/hr

1c. HOURLY RATES: Please See Commercial Price List

2. MAXIMUM ORDER*: \$1,000,000 Per SIN

*If the best value selection places your order over the Maximum Order identified in this catalog/pricelist, you have an opportunity to obtain a better schedule contract price. Before placing your order, contact the aforementioned contractor for a better price. The contractor may (1) offer a new price for this requirement (2) offer the lowest price available under this contract or (3) decline the order. A delivery order that exceeds the maximum order may be placed under the schedule contract in accordance with FAR 8.404.

3. MINIMUM ORDER: \$100

4. **GEOGRAPHIC COVERAGE:** Domestic, 50 states, Washington, DC, Puerto Rico, US Territories and to a CONUS port or consolidation point for orders received from overseas activities

5. **POINTS OF PRODUCTION:** Alexandria, VA

6. **DISCOUNT FROM LIST PRICES:** Prices listed are GSA Net, Discount Deducted

7. **QUANTITY DISCOUNTS:** +1%>\$250,000 or +2>\$500,000

8. **PROMPT PAYMENT TERMS:** Net 30 Days

9a. **GOVERNMENT PURCHASE CARD /S ACCEPTED AT OR BELOW THE MICRO-PURCHASE THRESHOLD.**

9b. **GOVERNMENT PURCHASE CARD /S ACCEPTED ABOVE THE MICRO-PURCHASE THRESHOLD.**

10. **FOREIGN ITEMS:** None

11a. **TIME OF DELIVERY:** To be determined at time of task order.

11b. **EXPEDITED DELIVERY:** Services are available for expedited delivery; however, this must be discussed at time of order placement and depends on size and nature of order.

11c. **OVERNIGHT AND 2-DAY DELIVERY:** Overnight and 2-day delivery are available. Contact the Contractor for rates.

11d. **URGENT REQUIREMENTS:** Agencies can contact the Contractor's representative to affect a faster delivery. Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.

12. **FOB POINT:** Destination

13a. **ORDERING ADDRESS:** Creative Liquid Productions
1313 King Street
Alexandria, VA 22314

13b. **ORDERING PROCEDURES:** For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3

14. **PAYMENT ADDRESS:** Creative Liquid Productions
1313 King Street
Alexandria, VA 22314

15. **WARRANTY:** Standard Commercial Warranty. Customer should contact contractor for a copy of the warranty.

16. **EXPORT PACKING CHARGES:** Not applicable

17. **TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE:** (any thresholds below or above the micro-purchase level)

18. **TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR (IF APPLICABLE):** N/A

19. **TERMS AND CONDITIONS OF INSTALLATION (IF APPLICABLE):** N/A

20. **TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES (IF AVAILABLE):** N/A

20a. **TERMS AND CONDITIONS FOR ANY OTHER SERVICES (IF APPLICABLE):** N/A 21. **LIST OF SERVICE AND DISTRIBUTION POINTS (IF APPLICABLE):** N/A 22. **LIST OF PARTICIPATING DEALERS (IF APPLICABLE):** N/A 23. **PREVENTIVE MAINTENANCE (IF APPLICABLE):** N/A

24a. **SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES (e.g. recycled content, energy efficiency, and/or reduced pollutants):**

24b. **Section 508 Compliance for EIT:**

25. **DUNS NUMBER:** 625334839

26. **NOTIFICATION REGARDING REGISTRATION IN CENTRAL CONTRACTOR REGISTRATION (CCR) DATABASE:** Currently Active

Contract Overview

GSA awarded Creative Liquid Productions LLC a GSA Federal Supply Schedule contract for Advertising & Integrated Marketing Solutions (AIMS), Contract No. GS-07F-0194X. The current contract period is 1/1/2011 - 12/31/2015. GSA may exercise a total of up to three additional 5 year option periods. The contract allows for the placement of Firm Fixed Price or Time and Materials task orders using the labor categories and ceiling rates defined in the contract.

Contract Administrator

Ryan Pratzel
Creative Liquid Productions
1313 King Street
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Marketing And Technical Point of Contact

Ryan Pratzel
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Contract Use

This contract is available for use by all federal government agencies, as a source for Advertising & integrated Marketing Solutions (AIMS), for worldwide use. Executive agencies, other Federal agencies, mixed-ownership Government corporations, and the District of Columbia; government contractors authorized in writing by a Federal agency pursuant to 48 CFR 51.1; and other activities and organizations authorized by statute or regulation to use GSA as a source of supply may use this contract. Additionally, contractors are encouraged to accept orders received from activities within the Executive Branch of the Federal Government.

Special Item Number (SIN) Descriptions

541-4B --- Video/Film Production

Videotape and film production services will be provided to inform the public and Government agencies about the latest products, services and/or issues in various outputs such as: industry standard formants, CD-ROM, DVD and video streaming development. Filming in studios, on location, live shows, or events may also be required. Examples of services includes, but are not limited to: Writing, Directing, Shooting, Arranging for talent/animation, Narration, Music and Sound Effects, Duplication, and Editing.

541-1000 --- Other Direct Costs (ODCs)

All ODCs proposed must be directly related to a service being offered under this Schedule and can only be purchased in conjunction with the Schedule service. Possible ODCs may include such items such as audio/visual equipment, facility rental, commercial production, media costs, etc.

Instructions for Placing Orders for Supplies Based on GSA Schedule

Fixed Prices

GSA provides a streamlined, efficient process for ordering the supplies you need. GSA has already determined that Creative Liquid Productions LLC's prices are fair and reasonable. Agencies may use written orders; facsimile orders, credit card orders, blanket purchase agreement orders or individual purchase orders under this contract.

Orders under the Micro-Purchase Threshold

You can place the order directly with the contractor for the item that best meets your needs.

Orders over the Micro-Purchase Threshold

As required by FAR 8.404, you are required to:

- Review the GSA *Advantage!*TM on-line shopping service
- Then make a Best Value determination

OR

- Review (3) Schedule contractors' pricelists
- Select Best Value (considering price, plus administrative costs)
- Place the order directly with Schedule contractor of your choice

Orders over the Maximum Order Threshold

- Follow the procedures for orders over the micro-purchase threshold
- Review additional price lists or use the GSA *Advantage!*TM on-line shopping service.
- Seek price reductions from Schedule contractors that represent Best Value
- Place your order with Schedule contractor offering the Best Value

Requirements for Exceeding the Maximum Order

In accordance with FAR 8.404, before placing an order that exceeds the maximum order threshold, ordering offices shall:

- Review additional schedule contractors' catalogs/price lists or use the GSA *Advantage!*TM on-line shopping service;
- Based upon the initial evaluation, generally seek price reductions from the schedule contractor(s) appearing to provide the best value (considering price and other factors); and
- After price reductions have been sought, place the order with the schedule contractor that provides the best value and results in the lowest overall cost alternative (see FAR 8.404(a)). If further price reductions are not offered, an order may still be placed, if the ordering office determines that it is appropriate.

Vendors may:

Offer a new lower price for this requirements (the Price Reduction clause is not applicable to orders placed over the maximum order in FAR 52.216-19 Order Limitations)

- Offer the lowest price available under the contract; or
- Decline the order (orders must be returned in accordance with FAR 52.216-19).

A task order that exceeds the maximum order may be placed with the Contractor selected in accordance with FAR 8.404. The order will be placed under the contract.

Sales for orders that exceed the Maximum Order shall be reported in accordance with GSAR 552.238-74.

Blanket Purchase Agreement

Ordering activities may establish BPAs under any schedule contract to fill repetitive needs for supplies or services. BPAs may be established with one or more schedule contractors. The number of BPAs to be established is within the discretion of the ordering activity establishing the BPAs and should be based on a strategy that is expected to maximize the effectiveness of the BPA(s). In determining how many BPAs to establish, consider:

- The scope and complexity of the requirement(s);
- The need to periodically compare multiple technical approaches or prices;
- The administrative costs of BPAs; and
- The technical qualifications of the schedule contractor(s).

Establishment of a single BPA or multiple BPAs, shall be made using the same procedures outlines in 8.405-1 or 8.405-2. BPAs shall address the frequency of ordering, invoicing, discounts, requirements (e.g. estimated quantities, work to be performed), delivery locations and time.

When establishing multiple BPAs, the ordering activity shall specify the procedures for placing orders under the BPAs.

Establishment of a multi-agency BPA against a Federal Supply Schedule contract is permitted if the multi-agency BPA identifies the participating agencies and their estimated requirements at the time the BPA is established.

Ordering from BPAs:

Single BPA: If the ordering activity establishes one BPA, authorized users may place the order directly under the established BPA when the need for the supply or service arises.

Multiple BPAs: If the ordering activity establishes multiple BPAs, before placing an order exceeding the micro-purchase threshold, the ordering activity shall:

- Forward the requirement, or statement of work and the evaluation criteria, to an appropriate number of BPA holders, as established in the BPA ordering procedures; and
- Evaluate the responses received, make a best value determination (see 8.404(d)), and place the order with the BPA holder that represents the best value.

BPAs for Hourly Rate Services: If the BPA is for hourly rate services, the ordering activity shall develop a statement of work for requirements covered by the BPA. All orders under the BPA shall specify a price for the performance of the tasks identified in the statement of work.

Duration of BPAs: BPAs generally should not exceed five years in length, but may do so to meet program requirements. Contractors may be awarded BPAs that extend beyond the current term of their GSA Schedule contract, so long as there are option periods in their GSA Schedule contract that, if exercised, will cover the BPA's period of performance.

Review of BPAs:

The ordering activity that establishes the BPA shall review it at least once a year to determine whether:

- The schedule contract, upon which the BPA was established, is still in effect;
- The BPA still represents the best value (see 8.404(d)); and
- Estimated quantities/amounts have been exceeded and additional price reductions can be obtained.

The ordering activity shall document the results of its review.

Category Descriptions

Title: Director

Minimum/General Experience: 5+ Years

Functional Responsibility: The director is responsible for overseeing the creative aspect of the production. The director works in conjunction with the Producer and Director of Photography. Together they develop a vision for the production and determine how it should look. The director is usually on-set or on-location during the shoot.

Title: Producer

Minimum/General Experience: 5+ Years

Functional Responsibility: The producer is responsible for management of the production. The producer coordinates crews and equipment, schedules, post-production and all aspects of completing the project according to project specs. The producer is considered the project manager for a specific production.

Title: Director of Photography

Minimum/General Experience: 3+ Years

Functional Responsibility: The Director of Photography is responsible for achieving the Director's vision. This is achieved through the selection of the camera, lenses, lighting, etc. The Director of Photography operates the camera.

Title: Writer

Minimum/General Experience: 2+ Years

Functional Responsibility: The Writer is responsible for providing a final script for production. The Writer works with the producer to determine what the script should include and determine a schedule for scripting. The Writer completes rough drafts and final scripts.

Title: Director

Minimum/General Experience: 5+ Years

Functional Responsibility: The director is responsible for overseeing the creative aspect of the production. The director works in conjunction with the Producer and Director of Photography. Together they develop a vision for the production and determine how it should look. The director is usually on-set or on-location during the shoot.

Title: Casting Director

Minimum/General Experience: 2+ Years

Functional Responsibility: The Casting Director is responsible for scheduling and setting up casting sessions. The Casting Director reports directly to the Producer. Duties include, but are not limited to, scheduling talent auditions and making final talent notifications.

Title: Grip

Minimum/General Experience: 2+ Years

Functional Responsibility: The Grip is a part of the production crew. This person assists with setup of equipment, light stands, grip equipment, etc. The Grip works both in-studio and on location.

Title: P2 HD Camera Crew

Minimum/General Experience: 5+ Years

Functional Responsibility: This is a package that includes a camera operator as well as a Panasonic HPX500 or similar camera. The package includes the camera operator, camera, tripod, 3-point light kit and one wireless microphone.

For additional service descriptions please contact the Marketing and Technical Point of Contact.

Rates For Services SIN 541-4B

Production Crews w/ Equipment

(Day Rate On These Items is 10-Continuous Hours, Half-Day Rate is 5-Continuous Hours)

ITEM	UNIT	PRICE (Includes IFF)
P2 HD Camera Crew	DAY	\$1124.37
P2 HD Camera Crew Half Day	HALF DAY	\$655.88
SD Camera Crew	DAY	\$1124.37
(2) P2 HD Camera Crew w/ Audio Tech	DAY	\$2871.38

Production Labor w/o Equipment

ITEM	UNIT	PRICE (Includes IFF)
Producer	HR	\$89.01
Director	HR	\$89.01
Writer	HR	\$70.27
Casting Director	HR	\$70.27
Grip	DAY	\$468.49
Director of Photography	DAY	\$562.19
Audio Tech	DAY	\$562.19
Production Assistant	DAY	\$234.24
Makeup Artist	DAY	\$468.49

Equipment

ITEM	UNIT	PRICE (Includes IFF)
Light Kit	DAY	\$140.55
HMI Light	DAY	\$218.09
Wireless Microphone	DAY	\$70.27
Field Mixer	DAY	\$70.27
Teleprompter w/ Operator	DAY	\$327.94
BNC Cable Kit 200'	DAY	\$70.27
Intercom System	DAY	\$234.24
Jib	DAY	\$374.79
Dolly	DAY	\$374.79
HDV Deck	DAY	\$187.40

Post Production

ITEM	UNIT	PRICE (Includes IFF)
Final Cut Pro Editing	HR	\$122.92
Motion Graphics 2D	HR	\$122.92
Motion Graphics 3D	HR	\$234.24
DVD Authoring & Design	HR	\$122.92
Color Correction	HR	\$122.92
Music Cut (Non-Broadcast)	EA	\$140.55
Stock Video Library	EA Clip	\$23.42

Creative Liquid Production Studio

ITEM	UNIT	PRICE (Includes IFF)
Creative Liquid Studio	DAY	\$562.19
Creative Liquid Studio Weekends	DAY	\$702.73

Rates for Services SIN 541-B Continued

Duplication And Media

ITEM	UNIT	PRICE (Includes IFF)
DVD Duplication (Up to 100)	EA	\$14.05
BetaSP 5Min	EA	\$18.74
BetaSP 10Min	EA	\$20.61
BetaSP 30Min	EA	\$27.17
BetaSP 60Min	EA	\$32.79
miniDV	EA	\$5.62
HDV	EA	\$18.74
DVCAM 40Min	EA	\$23.42
DVCAM 64Min	EA	\$32.79
DVCAM 124Min	EA	\$42.16

Other Direct Costs SIN 541-1000

ITEM	UNIT	PRICE (Includes IFF)
Multi-Format Switcher Package	DAY	\$937.98
On-Camera Day Player (Union) (Non-Broadcast)	DAY	\$763.86
On-Camera Narrator (Union)	DAY	\$1323.05
On-Camera Talent (Non-Union)	DAY	\$740.51
Voice-Over (Off Camera) (Non-Union)	FIRST HR	\$395.94
Voice-Over (Off Camera) (Non-Union)	ADDITIONAL HR	\$197.47
Voice-Talent-Now Talent	PER 30 SECONDS	\$147.10
Expendables	EA	\$246.84
Packaging/Label Design	HR	\$98.74
Satellite KU Uplink Truck w/ Operator	DAY	\$2838.63
Satellite KU HD Uplink Truck w/ Op	DAY	\$3964.21
Courier (Local)	EA	\$115.86
Misc. Grip Equipment	EA	\$148.10
Internet Media Tour 1-Camera	EA	\$24,128.37
Internet Media Tour 2-Cameras	EA	\$25,831.54
Satellite Media Tour	EA	\$34,063.58